



U.S. Army 2005 MWR Leisure Needs Survey Results

**Watervliet Arsenal
New York**

BRIEFING OUTLINE

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▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Leisure Activities

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,046 surveys were distributed at Watervliet Arsenal



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Watervliet Arsenal:					
Active Duty	59	62	2	3.23%	±68.11%
Spouses of Active Duty	79	38	3	7.89%	±55.50%
Civilian Employees	991	667	110	16.49%	±8.81%
Retirees	291	279	55	19.71%	±11.90%
Total	1,420	1,046	170	16.25%	±7.05%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

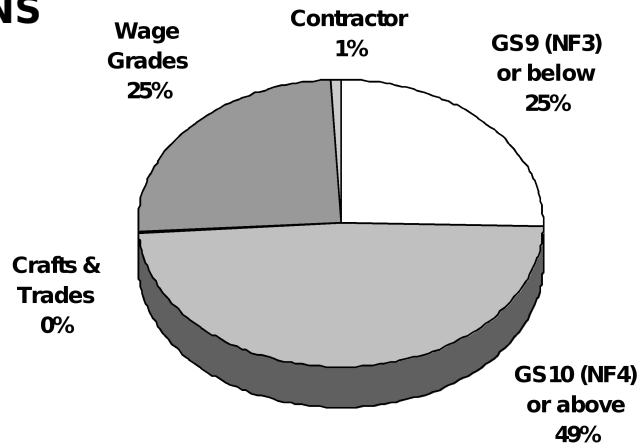
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

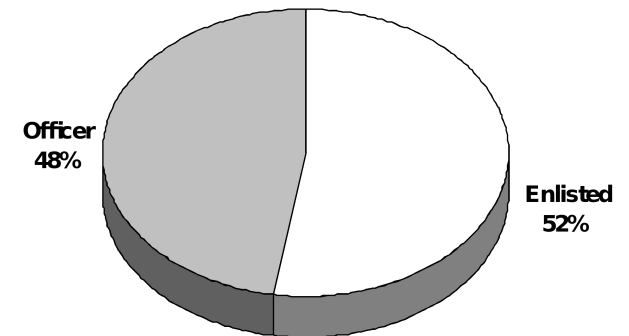
CIVILIANS

(n = 107)



RETIREEES

(n = 40)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT WATERVLIET ARSENAL

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	22%
Post Picnic Area	12%
Swimming Pool	5%
Multipurpose Sports/Tennis Courts	4%

LEAST FREQUENTLY USED FACILITIES

Multipurpose Sports/Tennis Courts	4%
Swimming Pool	5%
Post Picnic Area	12%
Fitness Center/Gymnasium	22%

MWR PROGRAMS & FACILITIES: SATISFACTION AT WATERVLIET ARSENAL*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Swimming Pool	4.54
Fitness Center/Gymnasium	4.41
Post Picnic Area	4.08
Multipurpose Sports/Tennis Courts	3.33

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Multipurpose Sports/Tennis Courts	3.33
Post Picnic Area	4.08
Fitness Center/Gymnasium	4.41
Swimming Pool	4.54

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT WATERVLIET ARSENAL*

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FACILITIES WITH HIGHEST QUALITY RATINGS*

Fitness Center/Gymnasium	3.99
Swimming Pool	3.99
Post Picnic Area	3.98
Multipurpose Sports/Tennis Courts	3.23

FACILITIES WITH LOWEST QUALITY RATINGS*

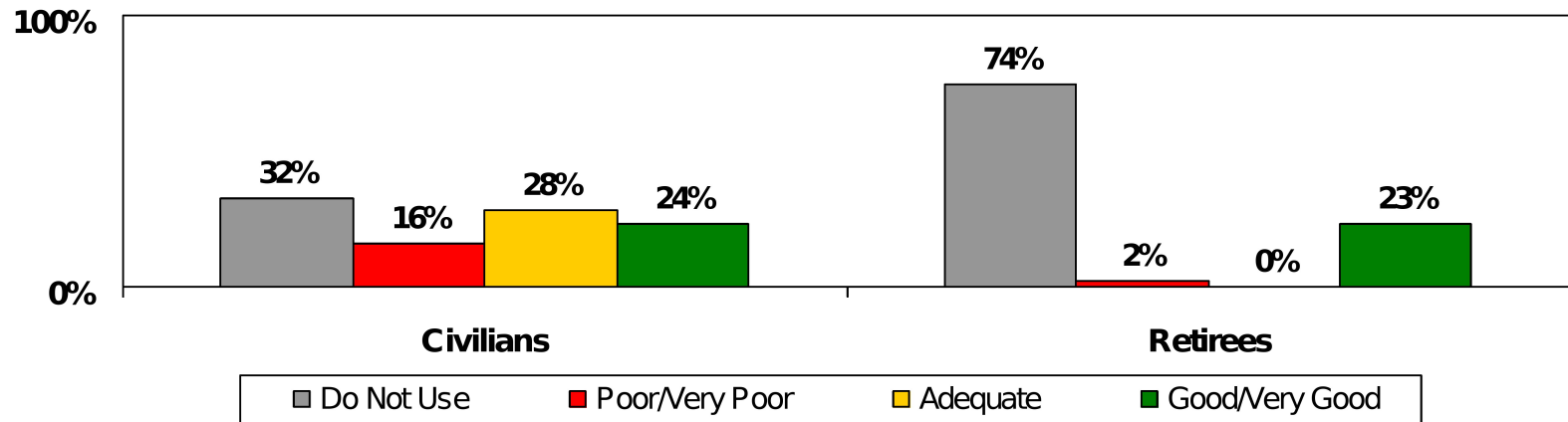
Multipurpose Sports/Tennis Courts	3.23
Post Picnic Area	3.98
Swimming Pool	3.99
Fitness Center/Gymnasium	3.99

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

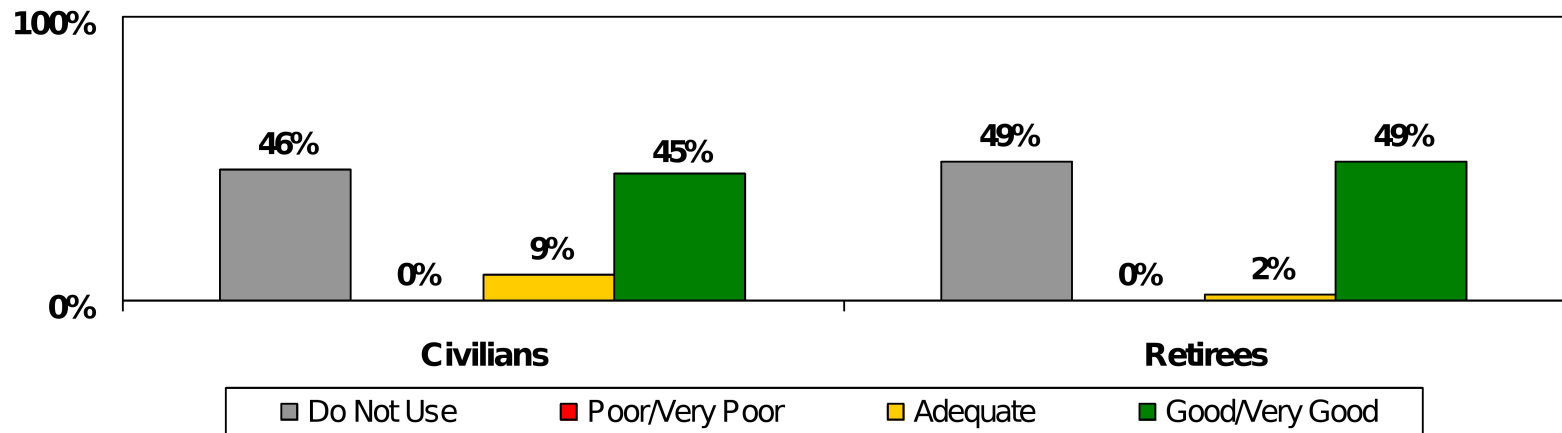
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



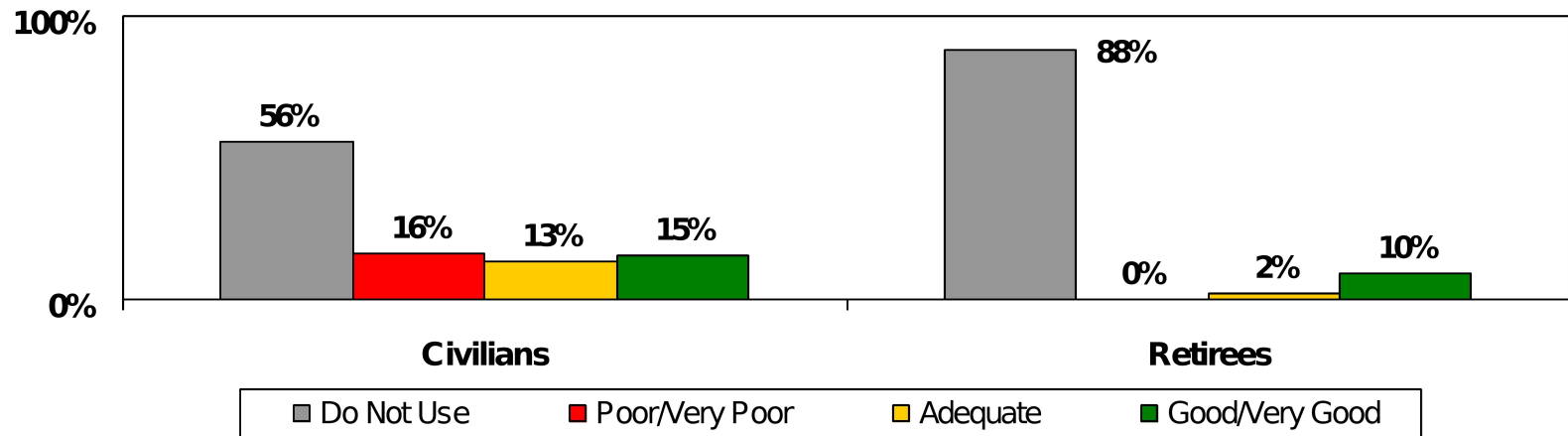
Quality of Off-Post Services



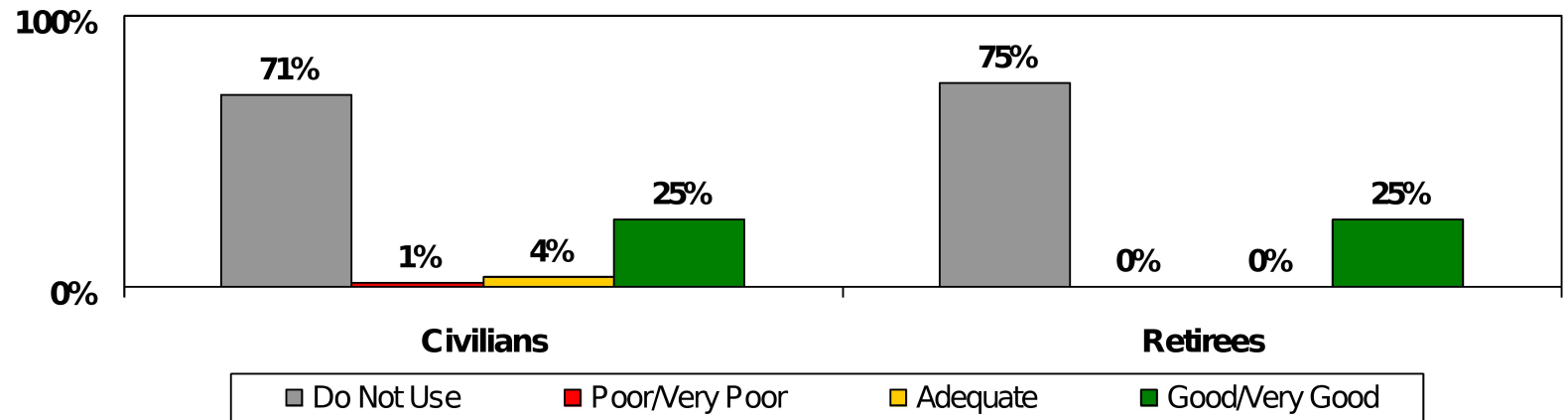
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



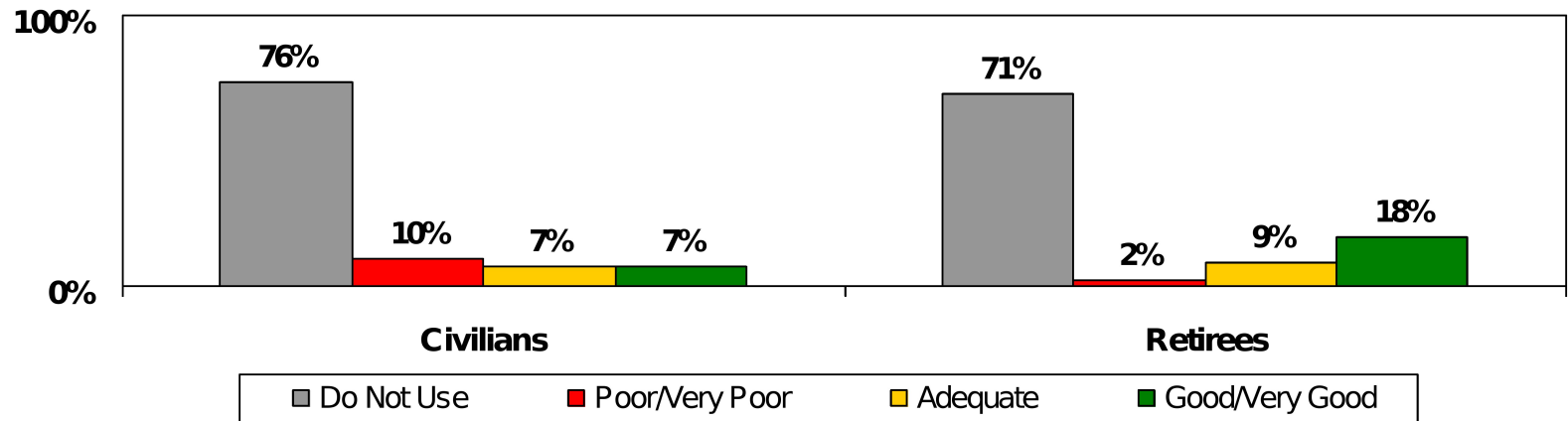
Quality of Off-Post Services



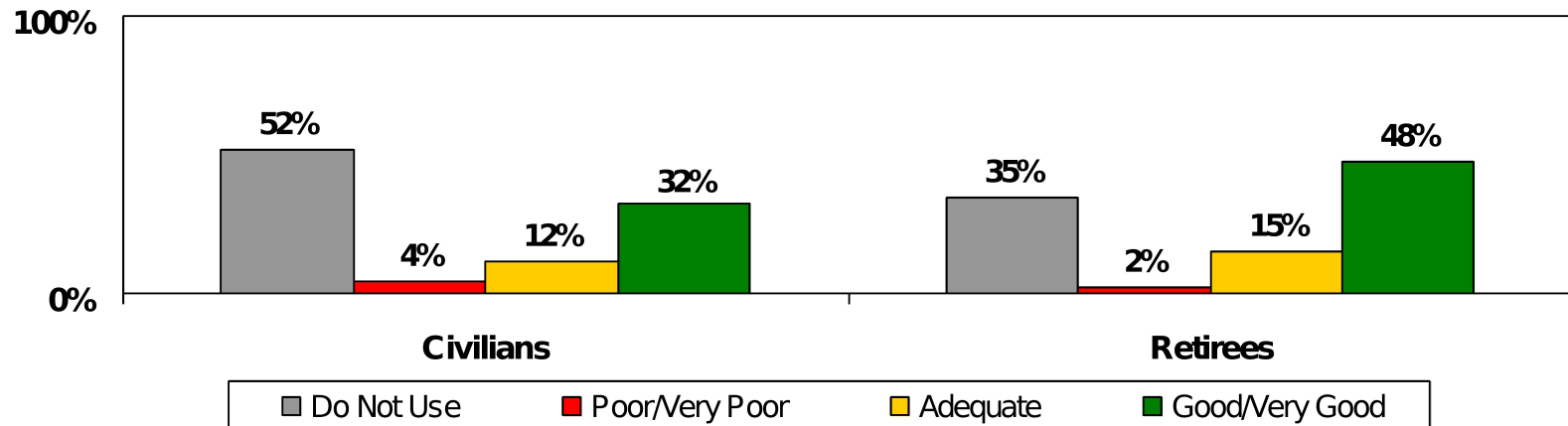
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

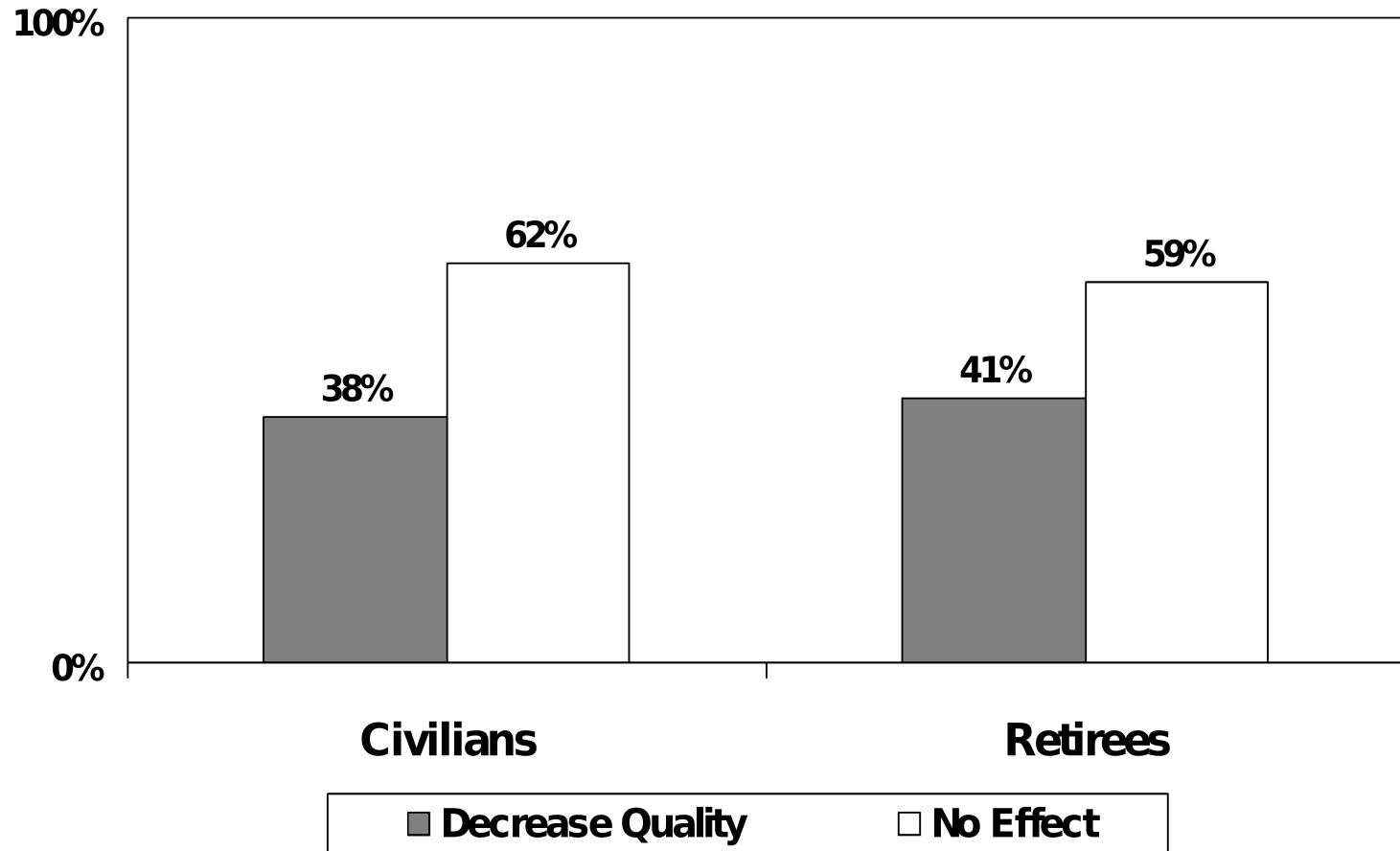


Quality of Off-Post Services



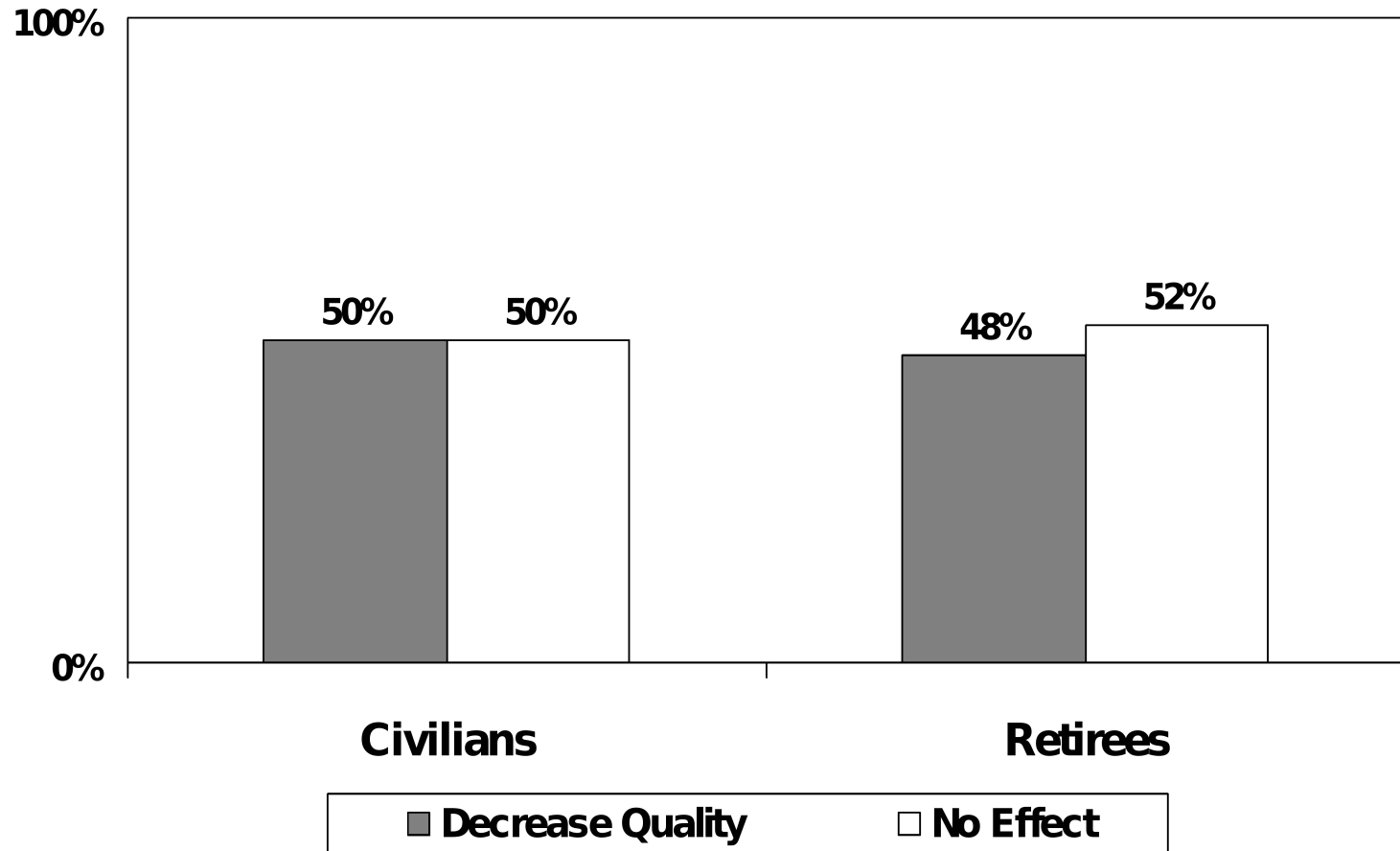
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	77%
Swimming Pool	50%
Athletic Fields	50%
Library	47%
Army Lodging	43%
Post Picnic Area	43%
ITR Office	38%

RV Park	65%
Golf Course Pro Shop	62%
Bowling Pro Shop	61%
Car Wash	59%
Arts & Crafts Center	47%
Golf Course Food & Beverage	45%
Bowling Food & Beverage	43%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	CIVILIANS	RETIREES	TOTAL
Internet	11%	16%	11%
E-mail	80%	11%	59%
Friends and neighbors	12%	18%	12%
Family Readiness Groups (FRGs)	0%	0%	0%
Bulletin boards on post	15%	13%	15%
Post newspaper	1%	18%	4%
MWR publications	7%	33%	11%
Radio	0%	4%	1%
Television	1%	2%	1%
My child(ren) let(s) me know	0%	0%	0%
Other unit members or co-workers	23%	4%	17%
Unit or post commander or supervisor	6%	2%	5%
Marquees/billboards	2%	2%	2%
Flyers	11%	16%	11%
Other	7%	22%	11%
I never hear anything	7%	31%	17%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	80%
Entertaining guests at home	63%
Internet access/applications (home)	58%
Going to beaches/lakes	51%
Special family events	50%
Walking	49%
Gardening	44%
Going to movie theaters	43%
Festivals/events	41%
Attending sports events	40%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	80%
Entertaining guests at home	62%
Internet access/applications (home)	62%
Special family events	52%
Going to beaches/lakes	52%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	83%
Going to movie theaters	80%
Walking	68%
Internet access/applications (home)	61%
Plays/shows/concerts	54%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	14%
Softball	13%
Volleyball	6%
Self-directed sports tournaments	5%
Soccer	4%

Outdoor Recreation

Going to beaches/lakes	51%
Picnicking	36%
Camping/hiking/backpacking	34%
Bicycle riding/mountain biking	34%
Fishing	24%

Social

Entertaining guests at home	63%
Special family events	50%
Night clubs/lounges	35%
Dancing	33%
Happy hour/social hour	28%

Sports and Fitness

Walking	49%
Bowling	31%
Cardiovascular equipment	30%
Weight/strength training	30%
Golf	20%

Entertainment

Watching TV, videotapes, and DVDs	80%
Going to movie theaters	43%
Festivals/events	41%
Attending sports events	40%
Live entertainment	37%

Special Interests

Internet access/applications (home)	58%
Gardening	44%
Automotive detailing/washing	36%
Digital photography	36%
Automotive maintenance & repair	32%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	30%	N/A	30%
Reading	15%	N/A	15%
Reference/research services	13%	N/A	13%
Study/self-development	12%	N/A	12%
Multimedia (videos, DVDs, CDs)	11%	N/A	11%
Cardiovascular equipment	10%	20%	30%
Weight/strength training	10%	20%	30%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	5%	4%	49%	58%
Gardening	0%	3%	42%	44%
Automotive detailing/washing	1%	9%	26%	36%
Digital photography	0%	8%	28%	36%
Automotive maintenance & repair	0%	7%	25%	32%
Computer games	2%	2%	27%	31%
Trips/touring	0%	21%	0%	21%

*Top 7 special interest activity preferences ranked by overall participation.

NEXT STEPS

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▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)